

ROMFORDBID

Working Together

ROMFORD BID IS RE-ELECTED FOR A FURTHER FIVE YEARS!

We are thrilled to have been re-elected for a further five-year term.

An incredible 65% of you voted in favour of retaining the BID and investing in the future of Romford, so thank you very much.



Over the last five years we've achieved some incredible results, including the delivery of a diverse, comprehensive, and award-winning programme of activity to help revitalise and regenerate Romford. This includes promoting the town to visitors, creating a welcoming experience, delivering a full calendar of events and attractions, sponsoring local initiatives and awards, encouraging greater investment, setting up environmental initiatives, creating a street ambassador programme and helping implement long-term solutions to reduce crime.

Following this positive vote, our second five-year term will begin in September this year. Your dedicated BID team will work to provide leadership and representation to champion business within the town and ensure a strong voice on the issues that matter most. We will further enhance the trading environment and experience, generating tangible value and cost savings for businesses, promoting, and supporting those living, working and trading within the town - as well as inspiring new visitors to discover all we have to offer. We will foster a renewed sense of pride in the town centre by its businesses, residents, and visitors. To achieve our vision, we will work with other partners to create a safe, welcoming, accessible, and sustainable environment for all people.



Thank you again for everyone's support – I am so excited for this next chapter, and I will bring you all up to speed on our upcoming plans in person shortly.

Julie Frost, BID Director



Celebrate the Street

We have been really busy planning a summer festival to celebrate the streets of Romford, which we would love for you to be involved with!

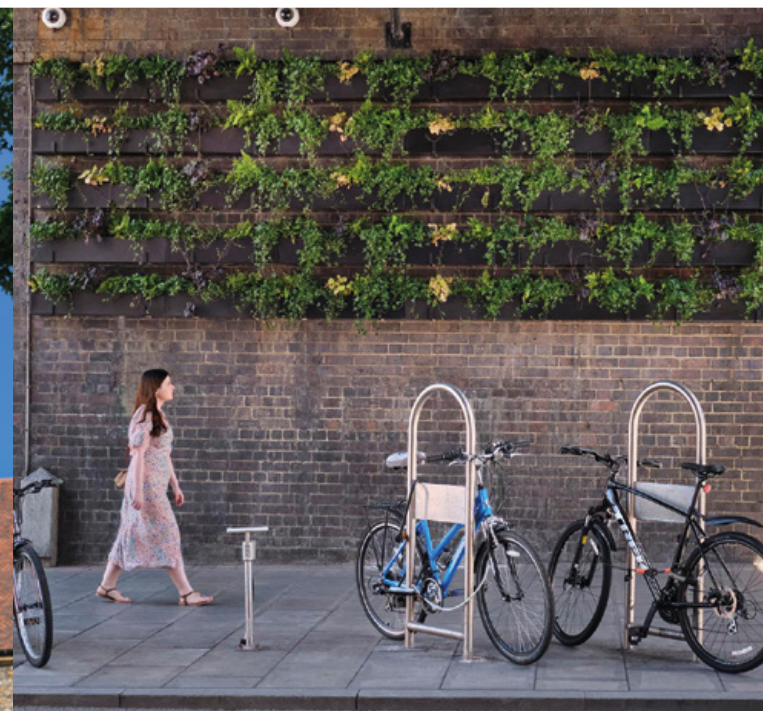
This will be a spectacular weekend of free live music, dance performances, roaming entertainers, a children's circus, craft workshops, fair rides, Carnival processions and more between Friday 7th July – Sunday 9th July. The celebration will start at 5pm on Friday with live music from local artists on the main stage in front of Tollgate House and plus varied street food, finishing with an incredible headline act.

On Saturday activities will take place all day across the town, finishing at 9pm. The Liberty Shopping Centre will be hosting a second stage for the event, featuring performances from dance and theatre groups, and local musicians. The Mercury Shopping Centre will have free games to enjoy and drop in arts and crafts workshops. There will be a children's circus at The Brewery including instructors who will be able to teach visitors some circus skills. There will also be fairground rides on South Street. We've also arranged for face painters and walkabout performers plus there will be more live music on the main stage in front of Tollgate House. On Sunday, between 10am and 6pm,

there will be a huge selection of kids' activities happening in Market Place including meet and greet characters, balloon modellers and magicians.

A carnival procession made up of the local community will roam the town and there will be more music performance and family cabaret shows.

You can advertise your brand for free on the big screen in front of Tollgate House for the entire event. Just send us a PowerPoint including your logo and anything you would like to say to hello@romfordbid.co.uk by 5pm on Wednesday 5th July.



Britain in Bloom

Romford has been selected as a finalist in the highly anticipated 2023 RHS Britain in Bloom Awards, which is the UK's largest community gardening competition. We'll be looking to impress the judges on 27th July with our efforts to improve the local area with hanging baskets, planters, raised beds, community gardens and living walls, helping wildlife prosper, and making some areas of the town much more appealing and enticing.

We want the town to look as floral, clean and beautiful as possible on 27th July so if you are able to put out any more flowers / have your external areas cleaned, that would be massively appreciated.



Raiders Ice Hockey

The Raiders are a semi-professional ice hockey team that play in the National Ice Hockey League (NIHL). The league season runs between late August and April each year. The Raiders moved back to Romford in 2018 and into the Sapphire Ice & Leisure Centre in the heart of Romford Town centre, having played the previous five seasons out of Lee Valley Ice Rink. There are numerous ways you can sponsor the team and advertise within Sapphire Ice & Leisure Centre. Get in contact with sponsorship@raidersicehockey.com for more information.

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**Thursday 14th September 2023
from 5pm**

SAVE THE DATE

**For our second term launch event at
ATIK Nightclub – more details to follow.**



Security Presence in Romford

We have made the difficult decision to cease deploying Romford Ambassadors in the town. This service ended in mid-June. However, we have very exciting plans to work with My Local Bobby, who have established themselves as the most effective security services provider in the U.K., to ensure there is far greater and more effective security presence throughout the town.

If you have any questions on this change, please contact me at julie@romfordbid.com



We'd love to hear from you

We would love to speak to you from 1 September in person. If you have any issues, concerns, or ideas you'd like to discuss please email me at julie@romfordbid.com and I will arrange a meeting with you.